

## ABSTRACT OF THE DISCLOSURE

There is provided a titanium oxide powder having excellent ultraviolet-protecting ability, usability and transparency, and a method of manufacturing the same. The titanium oxide powder provided is a porous titanium oxide powder that is formed from titanium oxide primary particles agglomerated together, has a mean particle diameter of 0.01 to 100  $\mu\text{m}$ , and has a specific surface area of 250 to 500  $\text{m}^2/\text{g}$ . The porous titanium oxide powder can be obtained by subjecting a titanium salt solution to hydrolysis by heating under the presence of an aliphatic alcohol and/or a substance having a carboxyl group or a carbonyl group, and then further carrying out heating treatment with an acid. The titanium oxide primary particles preferably have a mean particle diameter of 1 to 50 nm, and the powder preferably has an approximately spherical shape with the ratio of the minor axis to the major axis being at least 0.75.